Tobacco Company

Sales		Retail	
1221		1222	21
1222	5,6,8,9	1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591

SENT VIA E-MAIL & US-MAIL

June 3, 1996

TO: BOSTON R.O.U.
BUFFALO R.O.U.
NEW YORK METRO R.O.U.

FOR: DISSEMINATION TO ALL SALES PERSONNEL WITH ACCOUNTS SERVICED BY AUBURN MERCHANDISE DISTRIBUTORS *#423295*

RE: "SEBRING"

Ladies and Gentlemen:

Effective May 6, 1996, AMD restructured their pricing of "Sebring" cigarettes resulting in a *reduction of cost to retail*.

Additionally, "Sebring" cigarettes have been incorporated into AMD's "Partners in Profit" promotion. This promotion offers retailers AMD bonus points for each carton of "Sebring" ordered. These bonus points can then be redeemed by the retailer for valuable prizes and merchandise.

AMD sales personnel will also earn bonus points for each carton of "Sebring" sold/ordered by their accounts.

Your assistance in reviewing the following points during normal coverage of AMD accounts would appreciated:

- "Sebring" counts toward RJR contractual volume.
- Acceptance of "Sebring" can effect RJR's Retail Accrual level resulting in increased promotional opportunity.
- Ensure retailers are aware that "Sebring" is included in AMD's Partners in Profit Promotion.

Please find attached a copy of the Sebring advertisement recently featured in the AMD sales flyer.

Your assistance with this request is greatly appreciated.

Sincerely,
Mike
M. A. Belniak

MAB/nsk
Attachment (via US-Mail)

51853 1418

Source: https://www.industrydocuments.ucsf.edu/docs/fxmn0000